

Jai Gomatha

1. Introduction

A brief introduction to your website idea. State the goals of the project.

In India Desi cow is considered as a family member and referred with a motherly status & often called "Gau Mata". but nowadays cows had lost its glory because of human negligence and other reasons. Cows are really smart animals and can remember many things. They are highly emotional, affectionate, and forgiving. The goal of the website is going to be all about

- 1) Educate people regarding cows importance, protection and Go-Seva. we will let each end-user understand the importance of cow.*
- 2) Selling products obtained based on Cow's PANCHGAVYA, specially designed for health care, body care and home care.*

The values/benefits (tangible and intangible) this application can bring to a company/organization/end-user.

The mission is to bring back lost glory of holy cows by making them the centre of cultural, economic, industrial and medical fields which they had always been in Vedic culture.

There are unbelievable facts about desi cows which we forgot in this fast-paced life.

It is humans who are benefitted if we start using cow based products.

It's high time to protect the almost extinct desi cows.

2. Expected List of Features

A brief list of features that you expect your website to support.

This website should support the following support:

- 1) Blog*
- 2) e-commerce*
- 3) Payment gateway*
- 4) Activities*
- 5) My Account*

Brief justifications for including these features.

The website is all about cow awareness and protection for which we definitely need a strong content support a blog and active participation on social media.

We also need to actively participate in conducting events in various cities to spread awareness of using cow based products and conduct events in villages to start petting cows like they used to do 15years or 20years back. And all these activities must be listed on the website under an

activities section.

As we are selling cow based daily products so we need an e-commerce platform. which is pretty much like any other e-commerce platform. Having product cards with a wishlist icon and add to cart on each product card.

To complete the transaction from users we also need a payment gateway and order-tracking section.

Finally we need my-account section which contains order tracker, order details, the address of the user, option to edit his profile, their contribution to cows in the form of donation or adopting a cow, e.t.c.

3. Market Survey

Do a survey of the Web to find about five websites that might have similar ideas like yours.

There are very few existing websites with this idea.

Some brands are gomataseva, gomatabliss, cowpathycare, vediccowproducts, doctorcow, gouganga these brands sell only their respective products on their website.

But my aim is not to create a brand and sell products. It's to create space to sell the cow based brand products like

1) <http://www.gaukranti.org/>

2) <https://www.gavyamart.com/>

Briefly compare the features of these applications with your application idea.

My idea is to properly sell pure desi cow based products with no harmful chemicals used.

I am not sure up to how much percent these above-mentioned websites are selling pure chemical free products. As I went through the web I found out many companies are encouraging jersey cows to which they inject some medicine so that they give more quantity of milk e.t.c., just to make money.

I also want to make the website more user-friendly like the customer shopping online must really feel the importance of desi cows and should be happy to buy the products.

4. References

Give references to any material/websites/ books etc. relevant to your application idea

Last year my grand-father brought 2 cows and started petting them. He told me all unbelievable facts about cows and why they are worshipped equally to god in India. My father loves cows as much as he loves me.

I came across a medium article which explained facts of desi cow. I would like to share some of them:

1) Indian Desi cows are the only species of the cow on the planet which has a hump along its backbone. The hump has a specific vein called Surya Ketu Nadi which absorbs the energy from the sun and moon. The solar rays produce golden salts in her blood and are present in the products produced (e.g. milk, ghee, curd, butter), thus giving its golden colour.

2) Indian Desi Cow Urine contains moderate levels of nitrogen (N₂) — effect on chemical diseases, calcium (Ca) — blood purifier and germicidal, potassium (K) — cures hereditary rheumatism and removes muscular weakness, magnesium, phosphate (P) — helps in removing stones urinary track, fluoride (F), urea (H₂NCONH₂) — removes blood abnormalities and toxins, natural stimulant of urinary track and is diuretic, ammonia (NH₃), Copper (Cu) — controls build up of unwanted fats, Hydroxide (AuOH) — germicidal and increases immunity power, it highly antibiotic and anti-toxic.

3) Indian Cow Dung has a natural disinfecting effect and reduces pathogenic bacteria. It is a natural anti-septic, anti-radioactive and anti-thermal properties

4) Indian Cow Milk has amino acids which make its proteins easier to digest. Is a rich source of B₂, B₃, A vitamins which help immunity. It helps in reducing serum cholesterol

Give the links to the websites relevant to your idea, that you listed in the section above.

I am inspired by websites like

1) <https://www.gavyamart.com/>

2) <http://www.gaukranti.org/>

3) <https://www.gomataseva.org/>